

FRAGRANCE AND PERSONAL CARE

Coty defines fearless kindness' as path forward

October 7, 2022



As a beauty company, Coty is determined to unleash every possible vision of beauty. Image credit: Coty

By LUXURY DAILY NEWS SERVICE

U.S. beauty group **Coty** dually announced a new corporate identity and company purpose on Oct. 6.

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Centered around the value of fearless kindness, the new company rebranding has its roots in inclusivity and acceptance. The definition of beauty, a concept that many people find more restrictive than welcoming, is actively being undefined at Coty to promote self expression and self acceptance.

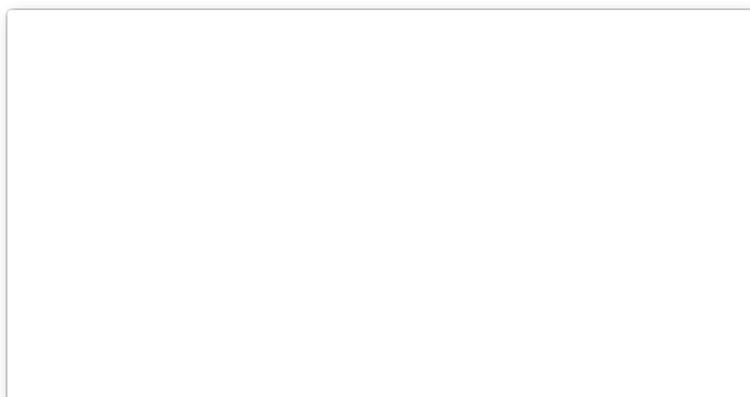
"Beauty has always been, and will always be, at the heart of society and culture," said Sue Nabi, CEO of Coty, in a [statement](#).

"The question of what is beautiful has built and fueled our industry through time," she said. "We believe that today, no one can control or should dictate what is or is not beautiful.

"Beauty is formless, like water, a constantly evolving and adapting concept."

Pretty perspectives

This new company shift is grounded in the belief that the beauty industry is responsible for dismantling barriers to beauty. In an effort to democratize the idea of beauty, Coty is actively working to address harmful stereotypes.



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A post shared by Coty Inc. (@cotyinc)

Beauty is undefinable and available to all, irrespective of previous societal norms

Coty is planning to develop new products that mesh with its people, partners and customers and are rooted in science. Synergistic problem solving is at the core of forward-thinking beauty, according to Ms. Nabi, and ultimately the company would like to make over the world of beauty.

The beauty group summarizes its new identity under a tagline which invites all its associates, allies, consumers and beyond to join the movement: Coty, Fearless. Forward. You.

U.S. beauty group Coty ended its fiscal year 2022 with sales and growth beyond its previous expectations ([see story](#)). For the fourth quarter of 2022, Coty saw reported revenues of \$1.2 billion, reflecting a 10 percent year-over-year increase.

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